

# NYSPRA

New York School  
Public Relations Association

[www.nyspra.org](http://www.nyspra.org)

The 25th Annual NYSPRA Communications Contest committee extends sincere gratitude to the 2004 impartial panel of judges, each with a specific area of expertise. Entries in this year's contest were judged by school communications colleagues from California, along with other marketing and communication experts whose professionalism ensured the competition's long-standing tradition of integrity.

## 2004 Judges

**Martha V. Bauer**

*Marketing Consultant*

**Stacey Broers**

*Owner, SAB Consulting Services*

**Sue Bucher**

*Graphic Designer, MAGI Educational Services, Inc.*

**CalSPRA**

*The California Chapter of the  
National School Public Relations Association*

**Carol Davison**

*Executive Director, Davison Advertising and Design*

**Dresden D. Engle**

*Public Relations Manager, George Eastman House  
International Museum of Photography and Film*

**Stephen Thomson**

*Creative Director, Thomson Design*

**Amy VanDussen**

*Art Director, George Eastman House  
International Museum of Photography and Film*

## 2004 NYSPRA Officers

**Stephanie Gouss, President**

*Rockland BOCES*

**Evelyn McCormack, President-Elect**

*Southern Westchester BOCES*

**Marcia Kelley, Secretary**

*East Syracuse-Minoa Central School District*

**Rita Wolff, Treasurer**

*Williamsville Central School District*

**Patricia Burgio, Past President**

*Lancaster Central School District*

# NYSPRA

New York School  
Public Relations Association

# 25<sup>TH</sup> ANNUAL Communications CONTEST

## Awards Luncheon

October 22, 2004

*A Celebration  
of Excellence in  
Educational  
Communications*

# Welcome

# NYSPRA

## AWARDS LUNCHEON

October 22, 2004  
The Fountain Room  
Adam's Mark Hotel  
Buffalo, New York

### Program



#### Welcome and Introductions

**Stephanie Gouss**  
NYSPPA President  
*Public Information Specialist, Rockland BOCES*



#### Presentation of 2004 NYSSBA Award

**Barbara Bradley**  
Deputy Director of Communications and Research  
*New York State School Boards Association*



#### Presentation of the Golden Empire Award

**Stephanie Gouss**  
NYSPPA President



#### Guest Speaker

**Stephen Bell**  
Managing Editor  
*The Buffalo News*



#### Presentation of the 25th Annual NYSPRA Awards

**Nanette P. Hance**  
Contest Coordinator  
*Executive Director of Community Relations  
Rush-Henrietta Central School District*

**Holly S. Brooker**  
Contest Chair  
*Community Relations Coordinator  
Ulster BOCES*

### Special Award PRESENTATIONS

#### 2004 NYSPRA Golden Empire Award

This prestigious award, presented by NYSPRA, recognizes outstanding professional achievement by an individual in the field of educational public relations. Nominated by colleagues, the 2004 recipient is...

**Holly S. Brooker**  
*Community Relations Coordinator  
Ulster BOCES*

#### 2004 NYSSBA AWARD

The New York State School Boards Association provides school district newsletter editors with state and national story suggestions and talking points to be used as the basis for local coverage. Annually, it presents a special award for outstanding coverage of its issues in a school district newsletter. The 2004 recipient is...

**Myra Vaughn**  
*Public Relations Director  
Longwood Central School District  
Longwood Life, March 2004*  
"Governor Pataki's State Aid Proposal is 'Woefully Inadequate'" and "Longwood Takes its Message to Washington"

### 2004 NYSPRA Awards 25TH ANNUAL NYSPRA COMMUNICATIONS CONTEST

#### Baldwinsville Central School District

*All awards to Jacqueline Wiegand, School Information Officer*

##### Excellence

- Community Newsletter  
*Off to a Busy Start*

##### Honor

- Community Newsletter  
*Spring is Finally Here!*
- Community Newsletter  
*Winter Wonderland*

#### Bedford Central School District

*All awards to Marian Kisch, School Communications Coordinator;  
Chris Steer, Designer*

##### Honor

- Community Newsletter  
*Bedford Dateline - Construction Update*

##### Merit

- Budget/Bond Newsletter  
*Bedford Dateline - Special Budget Issue*
- Community Newsletter  
*Bedford Dateline - November 2003*
- Community Newsletter  
*Bedford Dateline - March 2004*

---

## Bethlehem Central School District

---

All awards to Jessica Scheckton, Communications Specialist

### Excellence

- Budget/Bond Newsletter  
*Highlights - Budget Edition, May 2004*
- Special Purpose Publication  
*2003 Bond Vote Brochure*

### Honor

- Budget/Bond Newsletter  
*December 2003 Bond Vote Newsletter*

---

## Brockport Central School District

---

### Honor

- In-house Production/Color Ink  
*Brockport Central School District Brochure*  
*Debbie Moyer, Communication Assistant*

---

## Broome-Tioga BOCES

---

### Merit

- Web Site  
*www.btboces.org*  
*Clare Anne Stenta, Web Designer; Brian Ponnwitz, Web Master; Don Sbarra, Public Information Coordinator*

---

## Buffalo Public Schools

---

### Excellence

- Calendar  
*2003-2004 Buffalo Public Schools Calendar and Parent Information Guide*  
*Tony Confrancesco, Editor*

### Merit

- Video  
*Reforming Buffalo Schools*  
*David Lanz, Chief Planning Officer; Danielle Rafferty, Designer; Joseph DiPasquale, Producer*

---

## Byram Hills School District

---

### Merit

- Budget/Bond Newsletter  
*Proposed School Budget 2004-2005*  
*Fiona Mitchell, Public Relations Assistant; Kris Knapp, Designer*

---

## Carmel Central School District

---

All awards to Susan Dieck, Public Information Specialist;  
Crispin Hamilton, Designer

### Honor

- Community Newsletter  
*The Carmel Schoolhouse News - April 2004*

### Merit

- Community Newsletter  
*The Carmel Schoolhouse News - February 2004*

---

## Chautauqua Lake Central School District

---

All awards to Wendy Westwood, Director, Community Relations

### Excellence

- Photograph  
*Story Time*

*continued*

---

### Merit

- Photograph  
*Architectural Scavenger Hunt*

---

## Churchville-Chili Central School District

---

### Honor

- Community Newsletter  
*The Link - Churchville-Chili School News, December 2003*  
*Maggie Fitzgibbon and Jackie Finn, Communication Specialists*
- Photograph  
*Celebrating the Wonders of Science*  
*Jackie Finn, Communication Specialist*

### Merit

- Special Purpose Publication  
*Churchville-Chili Central School District Kindergarten Registration*  
*Maggie Fitzgibbon, Communication Specialist; Kathy Kelly, Graphic Designer*
- Special Purpose Publication  
*Churchville Elementary School Brochure*  
*Maggie Fitzgibbon, Communication Specialist*

---

## Cold Spring Harbor Central School District

---

All awards to Helene Begun, Public Relations Specialist

### Excellence

- Community Newsletter  
*Cold Spring Harbor: A Report On Our Schools - Winter 2003*

### Honor

- Community Newsletter  
*Cold Spring Harbor: A Report On Our Schools - Fall 2003*

### Merit

- Community Newsletter  
*Cold Spring Harbor: A Report On Our Schools - Spring 2004*

---

## Copiague Public Schools

---

All awards to Copiague Public Schools; Syntax Communication

### Excellence

- Community Newsletter  
*Copiague "Connections" Newsletter - March 2004*

### Merit

- Calendar  
*2003-2004 Copiague School Calendar*

---

## Cortland City School District

---

All awards to Dr. John E. Lutz, Superintendent of Schools;  
David Blatchley, School Information Officer

### Excellence

- Community Newsletter  
*The Tiger's Paw - June 2004*
- Photograph  
*SADD, SADD Day*
- Public Service Announcement  
*Energy Jingle Contest*

### Honor

- Calendar  
*Cortland City School District 2003-2004 School Calendar*

### Merit

- Photograph  
*How Many Gummy Worms?*

---

## Croton-Harmon School District

All awards to Chris Heath, Public Relations Assistant; Maria Ilardi, Graphics Designer

### Honor

- Community Newsletter  
*Reflections - June 2004*

### Merit

- Community Newsletter  
*Reflections - Winter 2004*

---

## East Rochester School District

All awards to Doreen DiNardo, Communications Director

### Excellence

- Photograph  
*Wendy's Windows, June 2004*
- Photograph  
*Sidewalk Art*

### Honor

- Photograph  
*Wendy's Windows, Fall 2003*
- Photograph  
*Principals with Snakes*
- Photograph  
*PK Mother's Day*

### Merit

- Photograph  
*Graduation*
- Photograph  
*Electric Coffeehouse*

---

## East Syracuse-Minoa Central Schools

All awards to Marcia Kelley, School Information Officer

### Excellence

- Photograph  
*Budding Scientist*

### Merit

- Photograph  
*Learning to Juggle*

---

## Eastchester Union Free School District

### Merit

- Budget/Bond Newsletter  
*Eastchester School Talk Special Budget Issue*  
*MaryEllen Meehan Byrne, Public Relations Coordinator*

---

## Ellenville Central School District

All awards to Ulster BOCES Community Relations Team

### Excellence

- Calendar  
*Why We Love Ellenville School Calendar*
- Community Newsletter  
*Community Newsletter - March 2004*
- In-house Production/Black Ink  
*A Great Place to Teach*

- 
- Overall Graphics and Design  
*Why We Love Ellenville School Calendar*
  - Special Purpose Publication  
*Ellenville Central School District - A Great Place to Teach*

---

## Erie 1 BOCES

All awards to Communication Services

### Excellence

- Overall Graphics and Design  
*Triumph*

### Honor

- Web Site  
[www.erie1boces.org/triumph/index.aspx](http://www.erie1boces.org/triumph/index.aspx)

### Merit

- Overall Graphics and Design  
*Webs that Work*

---

## Freeport Public Schools

### Excellence

- Community Newsletter  
*Freeport Pride - Fall 2003*  
*Nassau BOCES School Public Relations Service for the Freeport UFSD*

---

## Frontier Central School District

### Merit

- Web Site  
[www.frontier.wnyric.org](http://www.frontier.wnyric.org)  
*Elizabeth Angelbeck, Director of Public Relations and Strategic Planning; Dr. Mary Ann Costello, Assistant Superintendent for Information Technology*

---

## Genesee Valley BOCES

All awards to Andrea Walton, Public Relations Coordinator; Rene Kelly, Graphic Designer, unless otherwise noted

### Excellence

- Community Newsletter  
*News in Brief, XXXII No. 1*

### Honor

- Annual Report/State Report Card  
*2003 Annual Report*
- In-house Production/Black Ink  
*The Pinnacle, Issue 4*
- Overall Graphics and Design  
*GED*  
*Rene Kelly, Graphic Designer*
- Overall Graphics and Design  
*Printing/Graphic Design Service*  
*Rene Kelly, Graphic Designer*

### Merit

- Community Newsletter  
*News in Brief, XXXII No. 2*

continued

---

## Greece Central School District

All awards to the Department of Communication and Technology, unless otherwise noted

### Excellence

- Annual Report/State Report Card  
*2003 Annual Report & Strategic Framework Update*  
Department of Communication and Technology & Office of Secondary Schools and Strategic Planning
- Calendar  
*2003-04 Calendar and Handbook*
- Excellence in Writing  
*"75 Years of Dedication to a Vision: Creating World-Class Schools"*
- In-house Production/Color Ink  
*Which Second Language Should I Study?*  
Department of Communication and Technology & Department of Curriculum and Instruction
- Overall Graphics and Design  
*2003-04 Calendar and Handbook*
- Photograph  
*Strategic Framework Cover*
- Photograph  
*Bulldog Basketball Event*
- PR Marketing Campaign  
*2004-05 Budget Campaign*
- Special Purpose Publication  
*Signature School Options*
- Special Purpose Publication  
*2003-04 Points of Pride*
- Special Purpose Publication  
*Renaissance in Education*
- Special Purpose Publication  
*2003-04 Instructional Handbook, Elementary School*  
Department of Curriculum and Instruction & Department of Communication and Technology

### Honor

- Community Newsletter  
*THE CONNECTION - September/October 2003*
- Excellence in Writing  
*"Yes, I'm Positive About Greece"*
- In-house Production/Color Ink  
*2003-04 Telephone Directory*
- In-house Production/Color Ink  
*The District Leader*
- Internal Newsletter  
*The Cornerstone, June 2004*
- Overall Graphics and Design  
*Signature School Options*
- Photograph  
*A Child's Connection to the Real World*
- PR Marketing Campaign  
*Bus Bond Vote Marketing Campaign*
- Special Purpose Publication  
*2003-04 Instructional Handbook, Middle School Level*  
Department of Curriculum and Instruction & Department of Communication and Technology
- Special Purpose Publication  
*2003-04 Telephone Directory*

---

### Merit

- Budget/Bond Newsletter  
*Your Connection to the 2004-05 Budget*
- Overall Graphics and Design  
*Recruitment Brochure*  
Department of Human Resources and Staff Relations & Department of Communication and Technology
- Overall Graphics and Design  
*2003-04 Points of Pride*
- Photograph  
*Challenging Your Child's Curiosity*
- PR Marketing Campaign  
*Parent Information and Communication Marketing Campaign*
- PR Marketing Campaign  
*Professional Development Opportunities Campaign*  
Department of Curriculum and Instruction & Department of Communication and Technology
- Public Service Announcement  
*Caring About the Community PSA*  
Department of Communication and Technology/Jazz 90.1
- Special Purpose Publication  
*2004-05 Proposed Budget Book*  
Department of Finance and Support Services & Department of Communication and Technology
- Special Purpose Publication  
*Making the Most of High School*  
Department of Curriculum and Instruction & Department of Communication and Technology
- Special Purpose Publication  
*The International Baccalaureate at Odyssey*  
Department of Communication and Technology & Department of Curriculum and Instruction

---

## Guilderland Central School District

All awards to Amy Zurlo, Communications Specialist

### Honor

- Budget/Bond Newsletter  
*Guilderland 2004-2005 Budget Newsletter*

### Merit

- Community Newsletter  
*Guilderland District Newsletter - December 2003*

---

## Hamburg Central School District

All awards to Michele Darstein, Community Relations Coordinator

### Excellence

- Excellence In Writing  
*"Hero Zeroes in on Numbers at Armor"*
- Excellence In Writing  
*"School Nurse's Job Is Dose of Reality"*

---

## Harborfields Central School District

All awards to Harborfields Central School District and Syntax Communication

### Merit

- Overall Graphics and Design  
*Character Education Bookmark*
- Web Site  
*www.harborfieldscsd.net*

continued



---

## Hauppauge Public Schools

---

### Merit

- Community Newsletter  
*Hauppauge "Horizons" Newsletter - Winter 2004*  
*Hauppauge Public Schools and Syntax Communication*

---

## Hilton Central School District

---

### Merit

- Budget/Bond Newsletter  
*Budget Insight*  
*Barbara A. Carder, Director of Communications*

---

## Holley Central School District

---

*All awards to Grace Griffiee, Communication Specialist*

### Honor

- Photograph  
*Amanda and Chloe*

### Merit

- Photograph  
*The Magic of Self Esteem*

---

## Islip Union Free School District

---

### Merit

- In-house Production/Color Ink  
*2003 Holiday Greeting Card*  
*Holly Bernhard, Administrative Assistant to the Superintendent*

---

## Jericho Union Free School District

---

*All awards to Mary Marks, Director of Public Information and Community Relations*

### Excellence

- Community Newsletter  
*Jericho School News - February 2004*
- Community Newsletter  
*Jericho School News - January 2004*
- Photograph  
*Seaman Named Blue Ribbon School*

### Honor

- Photograph  
*What's With the Weather?*
- Photograph  
*Remembering the Heroes of 9-11*

### Merit

- Overall Graphics and Design  
*Jericho Public Schools 2003-2004 Calendar and School Guide*
- Photograph  
*Korean Fan Dance*
- Photograph  
*Diversity Day Fashion Show*

---

## Kendall Central School District

---

### Honor

- Community Newsletter  
*The Kendall Chronicle - May 2004*  
*Grace Griffiee, Communication Specialist; Kathy Kelly, Graphic Artist*

---

## Kingston City Schools Consolidated

---

*All awards to Ulster BOCES Community Relations Team, unless otherwise noted*

### Excellence

- Community Newsletter  
*Community Newsletter - February 2004*
- Community Newsletter  
*Community Newsletter - October 2003*
- Excellence In Writing  
*"Author's Visit Builds Character Ed & Self Esteem"*  
*Holly Brooker, Community Relations Coordinator*
- In-house Production/Color Ink  
*Inspiring Excellence in Our Schools Overview*
- In-house Production/Color Ink  
*Time to Shine Call for Entries*
- Photograph  
*The Art of Paper Making*  
*Dorothy Wills-Raferly, Community Relations Specialist II*
- Photograph  
*An Eye for Detail*  
*Elyse David, Web Administrator*

### Honor

- Photograph  
*Live with WJFK*  
*Dorothy Wills-Raferly, Community Relations Specialist II*
- Special Purpose Publication  
*Time to Shine Call for Entries*

### Merit

- Photograph  
*My Teacher's Hands*  
*Elyse David, Web Administrator*

---

## Lakeland Central School District

---

*All awards to James S. Van Develde, Director of Public Relations*

### Merit

- Community Newsletter  
*Focus on Legislature - October 2003*

### Honor

- Photograph  
*Fingerprinting the Board*

---

## Lancaster Central School District

---

### Merit

- Excellence In Writing  
*"Refurbished Pans Add Pizazz to Performance"*  
*Patricia M. Burgio, Community Relations Coordinator*

---

## Lindenhurst Public Schools

---

### Excellence

- Web Site  
*www.lindenhurstschools.org*  
*Lindenhurst Public Schools and Syntax Communication*

---

## Liverpool Central School District

---

### Merit

- Photograph  
*Soule Road Community Celebrates Renovations*  
*Meghan Piper, Communications Specialist*
- Photograph  
*CHE Celebrates Reading with Guest Readers*  
*Julie Carlesco, Communications Assistant*

---

## Longwood Central School District

---

*All awards to Myra Vaughn, Public Relations Director*

### Excellence

- Excellence In Writing  
*"Longwood High School Celebrates 85th Birthday of Substitute Teacher, Mrs. Lamm"*

### Honor

- Excellence In Writing  
*"Jason Project Explores the Panama Across the Curriculum"*

### Merit

- Excellence In Writing  
*"Governor Pataki's State Aid Proposal is 'Woefully Inadequate' "*

---

## Mahopac Central School District

---

### Merit

- Community Newsletter  
*Blue Ribbon Bulletin - Winter 2004*  
*Barbara Coats, Public Relations Assistant; Maria Ilardi, Graphics Designer*

---

## Maine-Endwell Central School District

---

### Honor

- Photograph  
*Next Chapter*  
*Brenda Potsko, Communications Coordinator*

### Merit

- Calendar  
*2003-2004 Maine-Endwell School District Calendar*  
*Brenda Potsko, Communications Coordinator; Michele Norton, Graphic Artist*

---

## Manchester-Shortsville Central School District

---

### Excellence

- Calendar  
*2003-2004 Calendar & Directory*  
*Patricia J. Payne, Public Information Officer*

---

## Mohonasen Central School District

---

*All awards to Deborah Bush-Suflita, Editor*

### Honor

- Special Purpose Publication  
*Mohonasen High School 2003-2004 Parent-Student Survival Guide*
- Web Site  
*www.mohonasen.org*

### Merit

- Calendar  
*Mohonasen 2003-2004 District Calendar*
- Overall Graphics and Design  
*2004 Mohonasen Budget & Bond Newsletter*

---

## Monroe 1 BOCES

---

### Honor

- CD/DVD  
*START Program*  
*Joann Genthner, Principal, START Program; Martin Leary, Teacher, EMCC Television Broadcasting; John Walker, School-Community Relations Coordinator*

### Merit

- In-house Production/Black Ink  
*Monroe 1 BOCES District Newsletter - February 2004*  
*John Walker, School-Community Relations Coordinator; Dawn Boeheim, Imaging Center Group Leader/Graphic Artist*

---

## Monroe 2 BOCES

---

### Honor

- Photograph  
*Teaching Disability Awareness*  
*Jackie Finn, Communication Specialist*

---

## Nassau BOCES

---

*All awards to Nassau BOCES Department of Communications and Agency Planning*

### Excellence

- Overall Graphics and Design  
*Nassau BOCES Cultural Arts Center Brochure*
- Special Purpose Publication  
*Barry Tech Catalog 2004-05*

### Honor

- Calendar  
*Nassau BOCES Master Calendar 2003-04*

### Merit

- Poster  
*JASON XVI Poster*
- Special Purpose Publication  
*Nassau BOCES Directory of Services 2004-05*

---

## North Salem Central School District

---

### Honor

- Community Newsletter  
*Compass - Winter 2004*  
*Fiona Mitchell, Public Relations Assistant; Maria Ilardi, Graphics Designer*

---

## Nyack Public Schools

---

*All awards to Gail Fleur, Director of Communications*

### Honor

- Budget/Bond Newsletter  
*Straight Talk, December 2003*

### Merit

- Calendar  
*Committed to Each Student's Success*

---

## Ossining Union Free School District

---

*All awards to Fiona Mitchell, Public Relations Assistant; Chris Steer, Graphics Designer*

### Honor

- Calendar  
*Ossining School Calendar 2003/04*

---

**Merit**

- Community Newsletter  
*School Bell - March 2004*

---

**Oswego County BOCES**

*All awards to Marion Ciciarelli, Public Relations Reporter, unless otherwise noted*

**Merit**

- Calendar  
*Oswego County BOCES Calendar*
- Excellence In Writing  
*"B. Ramer Tech Students Win State AAA/Ford Competition"*
- Overall Graphics and Design  
*Movie Theater Advertising Slide*  
*Lisa L. Gray, Public Relations Reporter*

---

**Otsego Northern Catskills BOCES****Merit**

- Special Purpose Publication  
*ONC BOCES 2004-2005 Services Guide*  
*Susan W. Suffolk, Coordinator for the Communications Group*

---

**Pearl River School District****Excellence**

- Special Purpose Publication  
*District Brochure/Folder*  
*Sandra Cokeley Pedersen, APR*  
*Director of Quality and Community Relations;*  
*Putnam NW BOCES PR Service*

---

**Perry Central School District**

*All awards to Kyle Adamczak, Public Information Coordinator*

**Honor**

- Community Newsletter  
*The Perry Buzz - May 2004*

**Merit**

- Budget/Bond Newsletter  
*The Perry Buzz - Budget Edition*

---

**Pine Bush Central School District**

*All awards to Liz Weisz, Community Relations Coordinator*

**Honor**

- Budget/Bond Newsletter  
*Pine Bush Central School District 2004-2005 Budget Newsletter*

**Merit**

- Community Newsletter  
*Pine Bush Central School District Community Newsletter*  
*October 2003*

---

**Pittsford Central School District**

*All awards to Nancy Wayman, Director of Information*

**Excellence**

- Budget/Bond Newsletter  
*2004-2005 Pittsford Schools Budget Book*
- Calendar  
*2003-2004 Pittsford Schools Calendar*

---

**Port Byron Central School District****Honor**

- Calendar  
*District Calendar*  
*Joni Lincoln*

---

**Port Jefferson City School District**

*All awards to Grossman Strategies - Mark J. Grossman, Principal;*  
*Cathleen M. Coburn, Account Executive*

**Excellence**

- Budget/Bond Newsletter  
*Horizon - May 2004*
- Community Newsletter  
*Horizon - March 2004*

---

**Putnam/Northern Westchester BOCES**

*All awards to Marian Kisch, School Communications Coordinator;*  
*Chris Steer, Graphics Designer; Ellen Lane, Public Relations*  
*Assistant, unless otherwise noted*

**Excellence**

- Internal Newsletter  
*BOCES Bulletin - Brewster Version, Winter 2004*

**Honor**

- Overall Graphics and Design  
*It Takes A Special Person To Fill These Shoes*  
*Chris Steer, Designer*

**Merit**

- Internal Newsletter  
*BOCES Bulletin - Ossining Version, Spring 2004*

---

**Rochester City School District**

*All awards to Rochester City School District Communications*  
*Department*

**Excellence**

- Poster  
*Values Policy Poster*

**Honor**

- PR Marketing Campaign  
*Alumni Campaign: Choose Rochester City Schools*
- Public Service Announcement  
*"It's Your Education"*

**Merit**

- Video  
*"Students First" TV Show*

---

**Rockland BOCES**

*All awards to Stephanie Gouss, Public Information Specialist*

**Excellence**

- Overall Graphics and Design  
*BOCES Brochure*
- PR Marketing Campaign  
*Helping School Districts Do More*

**Honor**

- Annual Report/State Report Card  
*Highlights*
- Poster  
*Direct Care Poster*



---

## Rush-Henrietta Central School District

All awards to Office of Community Relations, unless otherwise noted

### Excellence

- Budget/Bond Newsletter  
*Budget Newsletter - May 2004*
- Community Newsletter  
*Community Newsletter - Fall 2003*
- Overall Graphics and Design  
*Guiding Student Success Brochure*
- Overall Graphics and Design  
*Transportation & Operations Center Brochure*
- Video  
*Let R-H Spirit Soar*

### Honor

- Overall Graphics and Design  
*Pippin Poster*  
*Diane Elmslie, Senior Graphic Artist - District Printing*
- Special Purpose Publication  
*2004-2005 Course Description Book*  
*Diane Elmslie, Senior Graphic Artist - District Printing*  
*Senior High School Counseling Department*
- Video  
*Focus on Reading*  
*Office of Community Relations*  
*Patricia McLean, Director - English Language Arts*

---

## Schalmont Central School District

All awards to Jill Aurora, Communications Coordinator

### Honor

- Calendar  
*2003-2004 Schalmont Central Schools Calendar*

### Merit

- Budget/Bond Newsletter  
*Special Edition Budget Revote Newsletter*

---

## Schenectady City School District

### Honor

- Special Purpose Publication  
*Celebrating 150 Years of Excellence in Public Education*  
*Karen Corona, Public Information Coordinator*

---

## Somers Central School District

All awards to Chris Heath, Public Relations Assistant; Chris Steer, Graphics Designer

### Honor

- Budget/Bond Newsletter  
*Somers Trunkline - Special Budget Issue*

### Merit

- Community Newsletter  
*Trunkline - February 2004*

---

## Southern Westchester BOCES

### Excellence

- CD/DVD  
*"You're Smart to Go for BOCES"*  
*Evelyn McCormack, Public Information Coordinator;*  
*Claudia Fuller, Director of Career Services*

- 
- Web Site  
*www.swboces.org*  
*Evelyn McCormack, Public Information Coordinator;*  
*Mary Lynn Collins, Web Development Coordinator*

---

## Spencerport Central School District

### Excellence

- Budget/Bond Newsletter  
*2004-2005 Budget Development Calendar*  
*Diane Zielinski, Communication Specialist; Kathleen Kelly,*  
*Graphic Artist*

---

## Ulster BOCES

All awards to Ulster BOCES Community Relations Team, unless otherwise noted

### Excellence

- In-house Production/Black Ink  
*2004-2005 Proposed Budget*

### Honor

- Excellence In Writing  
*"Heidi Jaeger Success Story"*  
*Dorothy Wills-Raftery, Community Relations Specialist II*
- Overall Graphics and Design  
*2002-2003 Annual Report*
- PR Marketing Campaign  
*What is Ulster BOCES Success Series*
- Special Purpose Publication  
*2004-2005 Proposed Budget*

### Merit

- Special Purpose Publication  
*2004-2005 Services Guide*

---

## Utica City School District

All awards to Utica City School District and Oneida-Herkimer-Madison BOCES Media School Communication Department

### Honor

- Overall Graphics and Design  
*2004-2005 Utica City School District Calendar*

### Merit

- Calendar  
*2004-2005 Utica City School District Calendar*

---

## Valhalla Union Free School District

### Honor

- Community Newsletter  
*Voyages - Winter 2003*  
*Debra Keiser, Public Information Assistant; Chris Hamilton,*  
*Graphic Designer*

---

## Valley Stream Central High School District

All awards to Arlene Hinkemeyer, Community Information Coordinator

### Honor

- Community Newsletter  
*The Valley Stream High School District "Observer"*  
*January/February 2004*
- Excellence In Writing  
*"Julian Farrell: Teaching Life Lessons Through History"*

continued

continued

- 
- Excellence In Writing  
*"Math Enthusiasm<sup>2</sup> + Sports Fervor<sup>2</sup> = Maureen Boyce"*

**Merit**

- Excellence In Writing  
*"North Bestows Alumni Award on David A. Ross"*

---

**West Hempstead Union Free School District**

**Merit**

- Budget/Bond Newsletter  
*West Hempstead Educator Budget Issue*  
*Nassau BOCES School Public Relations Service for the West Hempstead UFSD*

---

**West Irondequoit Central School District**

**Honor**

- CD/DVD  
*The West Irondequoit Advantage*  
*Teresa Werth, Director of Public Information; Dan Reardon, Media Services Coordinator; Hannah Jacobs, Communications Assistant*

---

**West Islip Public School District**

**Excellence**

- Excellence In Writing  
*"Remembering a TV Icon"*  
*Nancy M. Lenz, District Publicist*

---

**West Seneca Central School District**

**Honor**

- Budget/Bond Newsletter  
*Our Schools Special Bond Vote Newsletter - November 2003*  
*Carol Radwan, Community Relations Coordinator*

---

**Westfield Academy and Central School**

**Merit**

- Excellence In Writing  
*"Camp-In Offers Great Opportunities"*  
*Jen Osborne Coy, Public Relations Specialist*

---

**Williamsville Central School District**

**Honor**

- Calendar  
*2003-2004 District Calendar/Brochure*  
*Rita M. Wolff, APR*  
*Director of Communication*

---

**Yonkers Public Schools**

*All awards to Jerilynne Fierstein, Director  
Public Information Department*

**Excellence**

- Calendar  
*2003-2004 School Calendar & Directory*
- Special Purpose Publication  
*2004-2005 School Programs*

# NYSPRA

*Celebrating 25 years  
of Excellence in  
Educational  
Communications*

## *Congratulations*

Congratulations to all recipients of excellence, honor or merit awards in the 25th Annual NYSPRA Communications Contest. With 650 entries in 16 categories, this year's contest was a closely drawn competition and continues to be one of the largest in the nation.

### *This is your time to shine!*

Just over one-third of all entries submitted in this year's contest were award-winning. As a professional organization, it is an honor and pleasure for NYSPRA to recognize award recipients for outstanding achievement and excellence in educational communications.

With continued support from your Board of Education and district administration, may each of you continue to enrich education and support student success through effective communication.